

Advanced Social Media Marketing Team Project Guidelines

Spring 2016

You will work in teams to create and manage a social media campaign for a real client. The teams will rotate primary responsibility for posting content on social media sites weekly for four weeks at the end of the semester. Your project will include a social media audit and benchmarking; target market and objectives; strategy and content calendar; weekly posting reports including measures of effectiveness; and a final reflection. There will be various due dates throughout the semester assigned to sections of the project.

1. Social Media Audit and Benchmarking – due 1/24/16

- You will explore the client's established social media platforms. You will discover how easy their accounts are to find as well as evaluating the effectiveness of content on various platforms. You will conduct an audit on each platform. Audits involve both quantitative comparisons of followers, number of posts, etc. as well as qualitative approaches such as the sentiment (positivity/negativity) and response to content types.
- You will conduct an audit for one direct competitor of the client to see how the client compares in terms of social media presence.
- You will also conduct an audit for one aspirational brand or competitor.
- Summarize strengths/weaknesses of the client based on your audit/benchmarking findings.

2. Social Media Target Market and Objectives – due 2/21/16

- Target Market(s) Summary: Using the client's information as well as external research, you are to discover which social media sites your target market typically uses as well as the typical behavior on social media of this target market (STP, etc.). Based on this information, you will make recommendations for which target markets your campaign will be reaching as well as which platforms your team should be focusing on in strategies.

- Describe your approach to objective setting (Aspirational, Trended/Earned, or Competitive) and why you chose this approach, as well as the numbers you are using to set your current objectives.
- Include a list of 3-5 objectives to be accomplished by the end of your social media campaign. These are written in the SMART format: specific, measurable, achievable, realistic and time-bound. These should not mention specific tools (i.e. To create a Facebook page), but overall business objectives (i.e. To increase awareness of our brand by 75% among young men aged 18-25). These objectives may be sales objectives (i.e. to increase sales/profits) or communication objectives (i.e. awareness, # of visitors/fans, etc.) or, most likely, a combination of the two.
- Write a statement about the consistent theme/message/appeal you will be using across all social media platforms. The BIG idea/Unique Selling Proposition you have chosen is necessary here.

3. Social Media Strategy and Editorial Calendar – due 3/20/16

- You should begin by listing the four platforms your strategy will focus on including which objective(s) from section II each platform will address for your overall campaign.
- You will develop a mission statement; discuss primary and auxiliary audiences served by the platform; discuss the frequency of posts for this platform; how the content on the platform will be promoted and examples of the types of content that should be used on this platform to meet the mission of the platform and objectives of the campaign. These should be new content ideas, not anything the client is currently using.
- Discussion of any contest or interactive campaigns as part of your content, including description of what the contest requires, the rules for entry, prizes to be awarded, etc. should be included. Specific posts about the contest will be included in editorial calendar (see below).
- Editorial Calendar: An editorial calendar of actual content that will meet the objectives of the strategy will be developed by the team. This calendar will cover one month of actual content that can be used by your client.
- Budgeting for your strategy should be explained including any contest prizes/giveaways or paid promotion using advertising platforms.
- Success Metrics: You must consider how the client will know if this strategy achieved the objective(s) it was designed to achieve. Include a list of potential metrics/analytics for success. For example, if you have an overall campaign objective to increase engagement of your target audience, how will you measure that for your Facebook vs.

Twitter strategy? These metrics will primarily be derived from the insights available on major platforms. Which ones make the most sense for your client to look at the gauge the success of the content strategy you have written? Objectives, strategies, and ROI measures must all tie together nicely.

4. Weekly Posting Reports – due 4/5/16, 4/12/16, 4/19/16, 4/26/16

- This is the section of the team project where your team will put into practice what it proposed in the previous three sections.
- Each week your team will complete a posting report about the site you were responsible for that week for a total of four reports for the project. The report will include the platform assigned; objectives; activity summary; insights; and reflection including recommended revisions.

5. Reflection – due as part of the final document on 5/1/16

- After all posts have been made, each team will write a reflection about the project including their overall thoughts about the project; reality vs. expectations; unforeseen happenings; most important things learned; and lessons for future experiences with social media marketing.

Final Document: The final document should include sections 1-5 and be professional in nature. Use headings, subheadings, tables and visual images. Your writing counts so have it proofread before submitting. The final document is due on **5/1/16**.